

AMENDMENTS TO THE CLAIMS

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Currently amended) A method of providing a display, the method comprising:
receiving, by a computing device, search queries from multiple users, wherein each search query in the search queries has associated demographic information;
filtering, by the computing device, the search queries based on one or more filtering criteria, the filtering criteria including demographic criteria and wherein the filtering comprises identifying queries having demographic information matching the demographic criteria; and
initiating, by the computing device, display of the filtered search queries to viewers, the viewers remote from the users.
2. (Original) The method of claim 1, wherein the filtering criteria include words.
3. (Canceled)
4. (Currently amended) The method of claim [[3]] 1, wherein the viewers have viewer demographics, the method further comprising selecting demographic criteria to match viewer demographics, the filtering including identifying queries having demographic information matching the viewer demographics, thereby initiating display of filtered search queries relevant to the viewers.
5. (Original) The method of claim 1, wherein the filtering criteria include search queries previously entered by users and the filtering includes discarding previously entered search queries.

6. (Currently amended) The method of claim 1, wherein the filtering criteria include a number of times a search query is presented.
7. (Canceled)
8. (Currently amended) The method of claim [[7]] 1, wherein initiating the display includes initiating display of filtered search queries to viewers at an event.
9. (Original) The method of claim 6, wherein the filtering criteria include a certain website and a number of times a search query is presented, the filtering including identifying relatively popular search results received via the certain website.
10. (Original) The method of claim 6, wherein the filtering criteria include demographic criteria and a number of times a search query is presented, the filtering including identifying relatively popular search queries received from users having demographics matching the demographic criteria.
11. (Currently amended) A method of providing a display of information on a web page, the method comprising:

receiving, by a computing device, search queries from multiple users, wherein each search query in the search queries has associated demographic information;

filtering, by the computing device, the search queries based on filtering criteria, the filtering criteria including demographic criteria that is compared to the demographic information of each search query; and

facilitating, by the computing device, display of said filtered search queries on the web page.

12. (Original) The method of claim 11, wherein the display is an advertisement including display of said filtered search queries.

13. (Original) The method of claim 12, wherein the advertisement is on behalf of an advertiser, the method further comprising receiving filtering criteria from the advertiser.

14. (Original) A method of claim 12, wherein the advertisement is for a product and the filtering criteria include an association between the product and search queries.

15. (Original) A method of claim 12, wherein the advertisement is for a product, the search queries have associated demographic information based on the users from which they are received and the filtering criteria include demographic criteria, the demographic criteria matching potential purchasers of the product.

16. (Original) The method of claim 12, wherein the advertisement includes a scrolling list of filtered search queries.

17. (Original) The method of claim 11, wherein display of filtered search queries includes display of a filtered search query link, activation of which initiates display of search results corresponding to the filtered search query link.

18. (Original) The method of claim 17, wherein initiating display of the filtered search queries includes facilitating display of an advertisement and wherein activation of the link further includes display of advertising content.

19. (Original) The method of claim 11, wherein facilitating display of the filtered search queries includes initiating a Flash movie.

20. (Currently amended) The method of claim 12, wherein the advertisement further includes a search ~~tool-bar~~ toolbar.

21. (Currently amended) A method for displaying data based on user input, the method comprising:

receiving, by a computing device, user input from multiple users via an on-line application;

automatically selecting, by the computing device, received user input for display based on filtering criteria; and

facilitating, by the computing device, display of data based on the selected user input to users.

22. (Original) The method of claim 21, wherein:

the user input is a query entered into a help application;

the selecting includes selecting received user input based on frequency of receipt; and

the facilitating includes initiating display of a frequently received query and a response to the frequently received query to the users.

23. (Original) The method of claim 22, wherein the users are in communication via a network.

24. (Original) The method of claim 21, wherein the selecting includes disregarding input received from a first user where the first user has previously entered the search query or a similar search query.

25. (Currently amended) A ~~client server~~ system for displaying data based on user input, the system comprising:

a first server communicatively coupled to a [[the]] user interface, the first server ~~configured to selecting~~ received user input for display based on first filtering criteria, wherein the user input has associated demographic information, wherein the first filtering criteria includes demographic criteria, and wherein the selection of received user input is based on a match of the demographic information with the demographic criteria; and

a visual display server configured to initiating[[e]] display of data based on the selected user input.

26. (Currently amended) The system of claim 25, further comprising:

a second server communicatively coupled to the first server, the second server ~~configured to selecting~~ received user input for display based on second filtering criteria.

27. (Currently amended) The system of claim 25, wherein the visual display server is ~~further configured to initiates~~ display of user input via a web page.

28. (Original) The system of claim 25, wherein the visual display server is ~~further configured to initiates~~ display of user input via a Flash movie.

29. (Original) The system of claim 25, wherein the user input is search queries.

30. (Original) The system of claim 25, wherein the display of data is display of an advertisement.

31. (Currently amended) A system for displaying data based on user input, the system comprising:

one or more processors configured to:

receive user input from multiple users via a network, wherein the user input is one or more search queries and wherein the search queries have associated demographic information;

select received user input for display based on one or more filtering criteria, the one or more filtering criteria including demographic criteria, wherein the one or more processors are configured to identify queries having demographic information matching the demographic criteria; and

facilitate display of data based on the selected user input to viewers.

32. (Canceled)

33. (Currently amended) The system of claim [[32]] 31, wherein the one or more filtering criteria include words.

34. (Canceled)

35. (Currently amended) The system of claim [[32]] 31, wherein the filtering criteria include search queries previously entered by users and the one or more processors are configured to discard previously entered search queries.

36. (Currently amended) The system of claim [[32]] 31, wherein the one or more filtering criteria include a number of times a search query is received.

37. (Currently amended) The system of claim 36, wherein the one or more filtering criteria identifies relatively popular search queries from the include number of times a search query is received to therefore identify relatively popular search queries.

38. (Original) The system of claim 36, wherein the one or more processors are configured to facilitate display of selected search queries to viewers at an event.

39. (Original) The system of claim 36, wherein the filtering criteria include a certain website and number of times a search query is received, the one or more processors configured to identify relatively popular search results received via the certain website.

40. (Original) The system of claim 36, wherein the one or more filtering criteria include demographic criteria and a number of times a search query is presented, the one or more processors configured to identify relatively popular search queries received from users having demographics matching the demographic criteria.

41. (Original) The system of claim 36, wherein the one or more processors are configured to facilitate display of selected search queries in an advertisement on a web site.

42. (Original) The system of claim 41, wherein the advertisement includes a scrolling list of selected search queries.

43. (Original) The system of claim 42, wherein the one or more processors are configured to facilitate display of one or more selected search query links, activation of which initiates display of search results corresponding to the activated filtered search query link.

44. (Canceled)

45. (Currently amended) A system of ~~displaying data based on user input, the system~~ comprising:

a computing device comprising:

means for receiving user input from multiple users via a network, the user input associated with demographic information;

means for selecting received user input for display based on one or more filtering criteria, the one or more filtering criteria including demographic criteria and wherein the selecting comprises identifying user input having demographic information matching the demographic criteria; and

means for facilitating display of data based on the selected user input to viewers.

46. (Currently amended) A method of providing an advertisement, the method comprising: providing, by a computing device, a feed of search queries, the search queries received from users;

providing, by the computing device, advertising content; and

initiating display of the advertisement by the computing device, the advertisement including a scrolling ticker of search queries of the feed and the advertising content.

47. (Original) The method of claim 46, wherein the feed is an XML document.

48. (Original) The method of claim 46, wherein the feed is provided in near real time after receiving the search queries.

49. (Original) The method of claim 46, wherein the search queries are filtered in accordance with one or more filtering criteria.

50. (Original) The method of claim 49, wherein the filtering criteria include words.

51. (Original) The method of claim 46, wherein the search queries have associated demographic information and the filtering criteria include demographic criteria, the filtering

including identifying queries having demographic information matching the demographic criteria.

52. (Original) The method of claim 51, wherein the viewers have viewer demographics, the method further comprising selecting demographic criteria to match viewer demographics, the filtering including identifying queries having demographic information matching the viewer demographics, thereby initiating display of filtered search queries relevant to the viewers.

53. (Original) The method of claim 46, wherein the filtering criteria include search queries previously entered by users and the filtering includes discarding previously entered search queries.

54. (Currently amended) The method of claim 46, wherein the filtering criteria include a number of times a search query is presented.

55. (Currently amended) The method of claim 54, wherein the filtering criteria identifies relatively popular queries from the include number of times a search query is presented to therefore identify relatively popular queries.

56. (Original) The method of claim 55, wherein initiating the display includes initiating display of filtered search queries to viewers at an event.

57. (Original) The method of claim 54, wherein the filtering criteria include a certain website and a number of times a search query is presented, the filtering including identifying relatively popular search results received via the certain website.

58. (Original) The method of claim 54, wherein the filtering criteria include demographic criteria and a number of times a search query is presented, the filtering including identifying

relatively popular search queries received from users having demographics matching the demographic criteria.

59. (Original) The method of claim 46, wherein initiating the display includes incorporating the search queries into a Flash movie clip.

60. (Original) The method of claim 46, wherein the scrolling ticker of search queries includes one or more links associated with one or more search queries, respectively, wherein each link is to search results corresponding to the associated search query.

61. (Original) The method of claim 46, wherein initiating display of the advertisement includes initiating inclusion of a search window for receiving a new search query in the advertisement.

62. (Currently amended) An advertisement for display on a viewing device, comprising:
a portion for containing advertising content; and
a portion for changeably displaying, on the viewing device, search queries that have been filtered in accordance with predetermined filter criteria.

63. (Currently amended) A perceptible, changeable medium comprising:
predetermined perceptible information displayed on a computing device; and
perceptible, changeable search queries, displayed on the computing device, that have been filtered in accordance with filter criteria, wherein the filter criteria is demographic criteria.

64. (Original) The medium of claim 63, wherein the perceptible search queries change over time in accordance with predetermined change criteria.